



ARLINGTON OPEN STUDIOS 2021 CALL FOR ARTISTS & ARTISANS!

Calling all Artists & Artisans! Join the Arlington Center for the Arts for our **23rd Annual Arlington Open Studios** happening on **Saturday, November 13, 2021, 11-5pm**. Artists who work in all mediums including painting, photography, fiber, ceramics, glass, fine jewelry, mixed media, printmaking and sculpture are encouraged to apply.

Location, Location, Location: Arlington Open Studios will be held in THREE adjacent buildings in Arlington Center including one NEW location for 2021:

Arlington Town Hall (370 Mass Ave)

Arlington Center for the Arts (20 Academy St, 3rd & 4th Floors)

First Parish Unitarian Universalist Church of Arlington (630 Mass Ave)

These three sites are centrally located in Arlington and is Arlington Open Studios' largest footprint to date! *PLUS – there will be a bonus site this year, as the Robbins Library at 700 Mass Ave will be holding a Books & More Sale as a part of AOS!*

IMPORTANT INFORMATION – please read and save for reference:

- **DATE:** **Saturday, November 13, 2021, 11 – 5pm**
(Please note new end time is now 5pm instead of 6pm)
- **LOCATION:** All artists will be at **Arlington Town Hall**, 730 Massachusetts Ave, Arlington, MA, or the **Arlington Center for the Arts**, 3rd or 4th floor, just behind Town Hall at 20 Academy Street or the **First Parish Church**, located 2 blocks from Town Hall on the corner of Mass Ave & Pleasant St.
- **ELIGIBILITY:** Open to all Arlington and non-Arlington artists
- **FEE:** \$60 for ACA members, \$75 for non-members (you can become a member when registering; (there is limited financial assistance available for artists who may be unable to pay the registration fee. Please email AOS Director Pam Shanley at pam@acarts.org for more info)
- **REGISTRATION DEADLINE:** **September 8, 2021.**
- **TO REGISTER:** Please complete **this Application Form** and be ready to upload **up to 15 images** of your work, an artist resume, and artist statement. Any questions or concerns, please contact Pam Shanley, pam@acarts.org.

- Due to space constraints, applications will be considered on a first-come, first-served basis and once spaces are full, we will begin a waitlist for any vacancies that may come up. Due to precautions around COVID-19, we are presenting less in-person spaces than usual, so space will fill quickly! More spaces may become available closer to the event as we evaluate safe capacity limits for both artists and visitors.
- **NOTIFICATION OF ACCEPTANCE:** Artists will receive confirmation of their participation in Arlington Open Studios 2021 by September 15, 2021. **PLEASE EMAIL Pam at pam@acarts.org if you do not receive an email by September 15.**
- **LOCATION ASSIGNMENTS:** AOS Location assignment will be distributed no later than **October 1, 2021**. **PLEASE EMAIL Pam at pam@acarts.org if you do not receive your location assignment by October 1.**
- **Public Health Disclaimer:** The Arlington Center for the Arts acknowledges and is regularly responding to the phased reopening of our communities and the recommendations made by the CDC, the State of Massachusetts, and the Town of Arlington regarding social distancing and public gatherings. As we approach the timeline set forth for this public event, we will regularly monitor safety measures necessary for such events and will communicate with participants in the event modifications need to be made to the timeline or format of this year's Open Studios. If public health conditions warrant a reassessment of the status of Arlington Open Studios, artists will be notified via email no later than October 1, 2021.

TIPS to make the most of ARLINGTON OPEN STUDIOS 2021

- **NOVEMBER 13TH AOS EVENT LOGISTICS**
 - Artists are responsible for set up, hanging, selling and dismantling their own artwork.
 - Artists must be present at their site for the full event.
 - All Artists and Attendees must wear a mask in all indoor AOS event spaces and maintain proper social distancing protocols.
 - As these are historic town buildings, there will be **no wall space available for hanging**. Your set-up can include any combination of tables, easels, or racks no larger than 6'x6' of space.
 - **Bring your own table(s), electric cords, and any other set up needs.** There are plenty of chairs for you to use. You will need to indicate the display measurements when you register. The set up **cannot exceed approx. 6' x 6' or block other artists.**
 - **We highly encourage participating artists to consider setting themselves up with the ability to process credit card payments, to reduce the amount of contact needed for transactions.** If you would like assistance setting this up, please reach out to Pam at pam@acarts.org.
 - Set up times will be announced after registration, and will differ from site to site. Please stay tuned for more details.
 - **Note:** Saturday set up time is only 2 hours (9am-11am) due to the earlier start time.
 - There will be live outdoor music during the event! We are thrilled to be presenting live music throughout the day via our **Arlington Porchfest Stage**, which will be located on the steps of Town Hall. Details on timing are performers to be announced!
- **AOS 2020 MARKETING TOOLS** – ACA provides advertising, publicity and social media outreach, but participating artists are all expected to be part of the publicity team!
 - **Postcards & Posters:** ACA will produce a poster & postcards for you to distribute. **They will be available for pick up at the Arlington Center for the Arts offices by Friday, October 1.**

- **E-Newsletters:** ACA will send out materials that you can forward to your email contacts through our email distribution list. If you do not already receive our monthly emails, please sign up for our mailing list [here](#) to be able to forward our promotional emails on to your contacts.
 - **Social Media:** Follow us on [Facebook](#), [Instagram](#), and [Twitter](#) to see and share regular posts promoting the event leading up to November 13. There will also be a Facebook event that artists who have Facebook should mark themselves as “attending” and invite their contacts there.
 - **Livestream Content:** A new feature to our in-person AOS event will be a livestream of artist demos and tours that visitors can access via YouTube and Social Media. Artists are welcome to provide pre-recorded content for ACA to distribute, or they can work with ACA staff if they would like to do a livestream from their booth! Please email Aneleise at aneleise@acarts.org if you would like to provide ACA with pre-recorded content or participate in a livestreamed demo during the event that day. All livestreamed content would take place directly from artists’ booths.
 - **ARTIST MARKETING TOOLKIT:** Our Communications Team will be assembling a tool kit for artists to use in promoting AOS. It will be shared as a Google Drive folder and will include several formats of promotional images for print and digital use. This folder will be sent out to artists by **Friday, October 1**.
- **ONLINE ARTIST DIRECTORY** – Another feature from our virtual Open Studios event, our Online Artist Directory will be a searchable database displayed on ACA’s website leading up to and after AOS 2021.
 - Each artist will have a listing in our **AOS Online Artist Directory**. This listing will include a thumbnail and link to an individual artist page that will present up to 15 images of the artist’s work as well as an artist statement and links to websites, e-commerce pages, and social media accounts.
 - This directory will be on display from November 1 through December 31, 2021.
 - **Images and directory content will need to be finalized by each artist with ACA staff by October 15, 2021.**
 - **SPECIAL REQUEST: ARTWORK DONATION for the AOS Raffle:** Since ACA does not take a commission on artwork sold during the day of AOS on November 13, we are looking for alternative ways to raise funds for this event. Artists are, therefore, encouraged to donate one piece of any size to our AOS Raffle, which will be held during the event. All proceeds from the Raffle will go to support Arlington Open Studios and ACA.
 - **SPONSORSHIP:** We have a range of opportunities for local businesses and individuals who may be interested in sponsoring Arlington Open Studios. If you know of a local business or are interested in learning more about our event sponsorship opportunities, please email Tom Formicola at tom@acarts.org.
 - **VOLUNTEERS:** As always, we request assistance from the community to help with various tasks leading up to and throughout the event.
 - If you know of anyone who will not be exhibiting at AOS this year but would like to help, there are plenty of volunteer opportunities during the day of AOS and prior to the event. Please tell us know if you would like to help!